



UNC CHARLOTTE

The WILLIAM STATES LEE COLLEGE *of* ENGINEERING

Branding, Logo Standards, & Ordering Departmental Promotional Products

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**Save money.
Live better.**

UNC Charlotte Branding

- Color
- Font
- Logo
- Slogan



Official Color



349

Pantone /

PMS | 349



Pantone allows you to 'color match' specific colors when a design enters the production stage—regardless of the equipment used to produce the color.



C	100
M	0
Y	91
K	41

CMYK /



(Short for cyan, magenta, yellow, and black) Often referred to as four color process, this subtractive color model is used in digital and offset color printing.



R	0
G	112
B	60

RGB /



(Short for red, green and blue) Used in video displays such as television, computers and pda displays.



The WILLIAM STATES LEE COLLEGE of ENGINEERING
UNC CHARLOTTE

Official Logos



University Mark



UNC CHARLOTTE

UNCC Logo



The UNIVERSITY *of* NORTH CAROLINA *at*

CHARLOTTE

University Out-of-State Logo



The WILLIAM STATES LEE COLLEGE *of* ENGINEERING
UNC CHARLOTTE

Official Logos, cont.



UNC CHARLOTTE

The WILLIAM STATES LEE COLLEGE *of* ENGINEERING

College Sub-Brand Logo



The WILLIAM STATES LEE COLLEGE *of* ENGINEERING
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College Sub-Brand Horizontal Logo



The WILLIAM STATES LEE COLLEGE *of* ENGINEERING
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Athletics Logos



Logo Resolution



- **Low Resolution File**
- Smaller file size
- Blurred edges/pixelated
- Best for small imprints



- **High Resolution File**
- Larger file size
- Sharp, clean lines
- Best for large imprints

Splitting Up College Logo



UNC CHARLOTTE

The WILLIAM STATES LEE
COLLEGE *of* ENGINEERING

May split “College of Engineering” onto the next line if the area of the item you are imprinting is too small and would make the logo unreadable.



The WILLIAM STATES LEE COLLEGE *of* ENGINEERING
UNC CHARLOTTE

Department/Center Logo



May use department/center logo instead of college logo.

- Must use “Department of” or full center name so it does not get confused as its own college
- Must abide by spacing guidelines outlined in the print standards
- Must use correct color and official university font, Utopia

General Fund vs. Discretionary

General Fund

- Recruiting
- Promotion
- Conferences
- Events

Discretionary

- Gifts
- Awards



Resources

<https://brand.uncc.edu>

- Branding Standards (Print, Web, Electronic)
- Print Standards Guide
- Logo Bundles

<http://enr.uncc.edu/faculty-and-staff/templates-and-downloads>

- College Logo

Help/Questions?

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